R. J. REYNOLDS
Tobacco Company

R. C. Farmer
Regional Sales Manager

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June 30, 1994

Mr. John M. Olenick
Group Manager - Sales Communications

Dear John:

Recently the HOGs came to Conneaut Lake, PA via the Harley Fest and RJR capitalized by being the only tobacco company represented and placing special emphasis on Camel at retail around the Festival. ASR Ugino, SRT Carr, Promotional Specialists Paula Notarianni and Cheryl Heintz joined with T&D Manager, Tim Thompson, to place over 11,000 promoted packs and over 300 pieces of PDI/POS. A total of 32.7 cases were sold to retail and RJR totally dominated this event.

I would like to see the above in the next issue of the Merchandiser and am enclosing 4 photographs which reflect RJR dominance.

Sincerely,

R. C. Farmer
RCF;am
merch6.doc

Attachments

cc: Mr. E. McAtee (w/o attachments)

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Source: https://www.industrydocuments.ucsf.edu/docs/hrfp0000